

Guidelines for Developing a Presentation

An effective presentation usually has the following:

- A very clear objective
- A well thought out argument to back up the objective
- A clear theme running throughout
- Visual aids that enhance the message, not detract
- An understanding of the audience's needs
- A hook that grabs the audience's attention, motivating it to listen

Effective presenters usually incorporate the following into their styles:

- Enthusiasm and commitment to the topic
- Knowledge of the subject
- Confident mannerisms (eye contact, use of silence, varying tone and speed of voice)
- Persuasive language
- Appropriate use of language for the style of presentation and topic
- Pertinent real-life experiences and examples

Visual Aids

- PowerPoint presentation (capable of quicker, better, and longer-lasting communication than words alone)
- Flipchart
- Handouts

The flow of a presentation

- Introduction or opening
 - Tantalize with a hook
 - Hone in on the objective/purpose and outline the presentation (outline will serve as a roadmap)
 - Narrow your ideas to a few main points
- Main Body
 - Explore the benefits
 - Familiarize the audience with background and facts
 - Link each sub-point to the objective and to the others
- Transitions and Conclusions
 - Outline the future, restating objectives and benefits
 - Wrap it all together, confirming future action and commitment
- Things to Remember
 - Categorize notes according to must know, should know, could know
 - Stay within the assigned time limit to be fair to other speakers
 - Plan your timing – *Rule of Thumb* – 1 minute per slide
 - Keep eye contact with the audience – do not read the presentation or a script
 - Leave time for Q&A – announce that you will call for questions at the end of the presentation

Content of your presentation

- Main points – the key, basic ideas you want to emphasize
 - Make sure each point gets the time it deserves
- Sub-points – the subordinate ideas, examples or descriptions to support the main points
- Introduction – well thought out introductory thoughts to spark audience's interest
- Conclusion – summarize important points
- Transitions – bridges between segments of the presentation that guide the listeners, helping them make the connections you want them to make

PowerPoint presentation

- Preparing the slides
 - No more than 6 bullets (lines) with no more than 6 words per bullet (line)
 - Use only key words or phrases
 - Set one major concept per slide
 - Avoid acronyms
 - Header – 32 point or 36 point font, sub-points – 24 point font
 - Use visuals (graphics) to complement the text
 - Proofread each slide carefully